



## Downtown Columbia

### **DOWNTOWN COLUMBIA PARTNERSHIP (DCP) BOARD OF DIRECTORS Minutes of the September 8, 2015 Board Meeting**

#### **MEMBERS OF THE BOARD IN ATTENDANCE**

Gabe Chung, The Howard Hughes Corporation  
Greg Fitchitt, The Howard Hughes Corporation  
Ruth Hoang, The Howard Hughes Corporation  
Milton Matthews, Columbia Association (CA)  
Mark Thompson, Howard County Government  
Nancy Tucker, The Howard Hughes Corporation  
Barb Nicklas, Executive Director

Ashley Venable, General Growth Properties, was absent.

#### **MEMBERS OF THE ADVISORY COMMITTEE IN ATTENDANCE**

Onassis Burress, General Growth Properties  
Susan Case, Howard County General Hospital  
Leonardo McClarty, Howard County Chamber of Commerce

#### **ALSO IN ATTENDANCE:**

Jeff Agnor, Attorney for DCP  
Jane Dembner, Columbia Association  
Jeryl Baker, Town Center Village Manager  
Jean Moon, Jean Moon & Associates

Meeting called to order at 12:05 p.m.

#### **APPROVAL OF THE AGENDA**

Mr. Matthews made a motion to approve the agenda. Mr. Chung seconded. The motion passed unanimously.

#### **APPROVAL OF THE MINUTES**

Ms. Hoang made a motion to approve the minutes of the August 11, 2015 meeting. Ms. Tucker seconded. The motion passed unanimously.

## **EXECUTIVE DIRECTOR'S REPORT**

- **Discover Columbia 5K:** Ms. Nicklas reported that 160 people have signed up to participate in this year's race. The course will cross the stage at Merriweather Post Pavilion. There will be live music in three locations during and after the race. Mr. Matthews asked if she has received any sponsorship opportunities from local running stores. She said that she is in communication with Feet First.
- **Within Reach Festival:** Ms. Nicklas said she expects the web site to start promoting the event next week. A promotional package has been created with I Heart Radio.
- **Dine Downtown Columbia APP:** Ms. Nicklas estimated that the App will launch the second week in October. She has 12-14 restaurant/eateries already signed up and would like participation by 20 restaurants altogether.
- **Welcome Center:** Ms. Nicklas stated that the lease is still in negotiation. She is working on a budget now.
- **50<sup>th</sup> Anniversary:** Ms. Nicklas announced that Marlys East has been hired as managing director.

Mr. Fitchitt added that officially Ms. Nicklas has been hired as the full- time Executive Director of the Partnership. Her first official start date is Wednesday, September 16. .

## **OLD BUSINESS**

### **Transportation Demand Management Plan**

Ms. Nicklas stated that the three proposals that she discussed last month were reviewed by the County. Mr. Thompson said that the County recommended the proposal by Sabre Wang, because it provides the best approach. The next step is for the representatives from the County and Howard Hughes to meet to discuss the three proposals and provide a joint recommendation.

### **Pathway Maintenance**

Ms. Nicklas stated that the rebidding came back from Brickman and Ashland Manor, and Brickman was the most reasonable. Ms. Hoang asked how the Brickman proposal compared to what was budgeted. Ms. Nicklas replied that it was less. Ms. Tucker made a motion to approve the Brickman proposal. Mr. Chung seconded. The motion passed unanimously.

## **NEW BUSINESS**

### **Financials**

Ms. Nicklas stated that the reforecasted numbers were included in the budget as promised last month. Mr. Chung said there were only a few expenses this past month, totaling \$24,330.

### **Funding Strategy Final Report**

Ms. Nicklas introduced Dave Feehan of Civitas Consultants, to present his final funding strategy recommendations. Mr. Feehan outlined the following priorities for 2016:

1. Create a Welcome Center.

2. Improve mobility through a Transportation Demand Management Plan and circulator (or similar system).
3. Provide maintenance services for the new pathway system.
4. Deliver marketing and event programming.
5. Encourage coordination and community-building.

Mr. Feehan stated that because circulators are expensive and historically have had low ridership, he would not recommend one for Downtown Columbia. He recommended an alternative Uber-like concept with small electric vehicles, which would be used on-demand.

Mr. Feehan recommended the following as major revenue sources:

1. CEPPAs--up to \$125,000 projected for 2017
2. Columbia Association—ask to share in the downtown revenues until the CEPPAs increase to a sustainable level
3. Membership Income—a multi-layer membership for retail, office, restaurants and entertainment venues
4. Sponsorship opportunities
5. Earned income--ticketed events
6. Grants

Ms. Nicklas said that the 2016 budget will be fine-tuned and submitted to the Board at next month's meeting.

Mr. Feehan said that the final written report will be ready in about two weeks depending on the Cohn Resnick report.

The Board discussed the circulator alternative further. Mr. Thompson recommended that usage and demand should be evaluated. Ms. Dembner suggested referring to a recent state study.

## **MEMBERSHIP INFORMATIONAL UPDATES**

- **Howard County** – Mr. Thompson stated that the Planning Board approved the FDP for the Merriweather Post Pavilion renovations last Thursday.
- **CA** – Mr. Matthews said that a groundbreaking will take place on Saturday, September 12, 2015 for the Chrysalis in Symphony Woods as part of the Inner Arbor Plan.
- **Chamber** -- Mr. McClarty reminded everyone that the Chamber will be hosting two events on Thursday, September 10, 2015 -- an HR Conference and a Cyber Conference. On September 25, 2015, the Chamber and Leadership Howard County jointly will kick off their 30<sup>th</sup> anniversaries with a breakfast at the Sheraton.
- **Howard Hughes** – Mr. Fitchitt said that the Downtown Columbia Affordable Housing proposal will be the subject of a County Council work session at 7 p.m. today, and Ms. Tucker said that a pre-submission meeting about the SDP for the

Merriweather Post Pavilion renovations will take place at 6 p.m. this evening. Mr. Fitchitt reminded everyone that Howard Hughes is getting close to breaking ground on the first building in the Crescent.

- **Howard County General Hospital** -- Ms. Case stated that no decision has been made yet about moving the Symphony of Lights to the Lakefront.

The next meeting will be held on Tuesday, October 13, 2015 at 12 noon.

Meeting adjourned at 2:30 p.m.